

DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER of COMMERCE

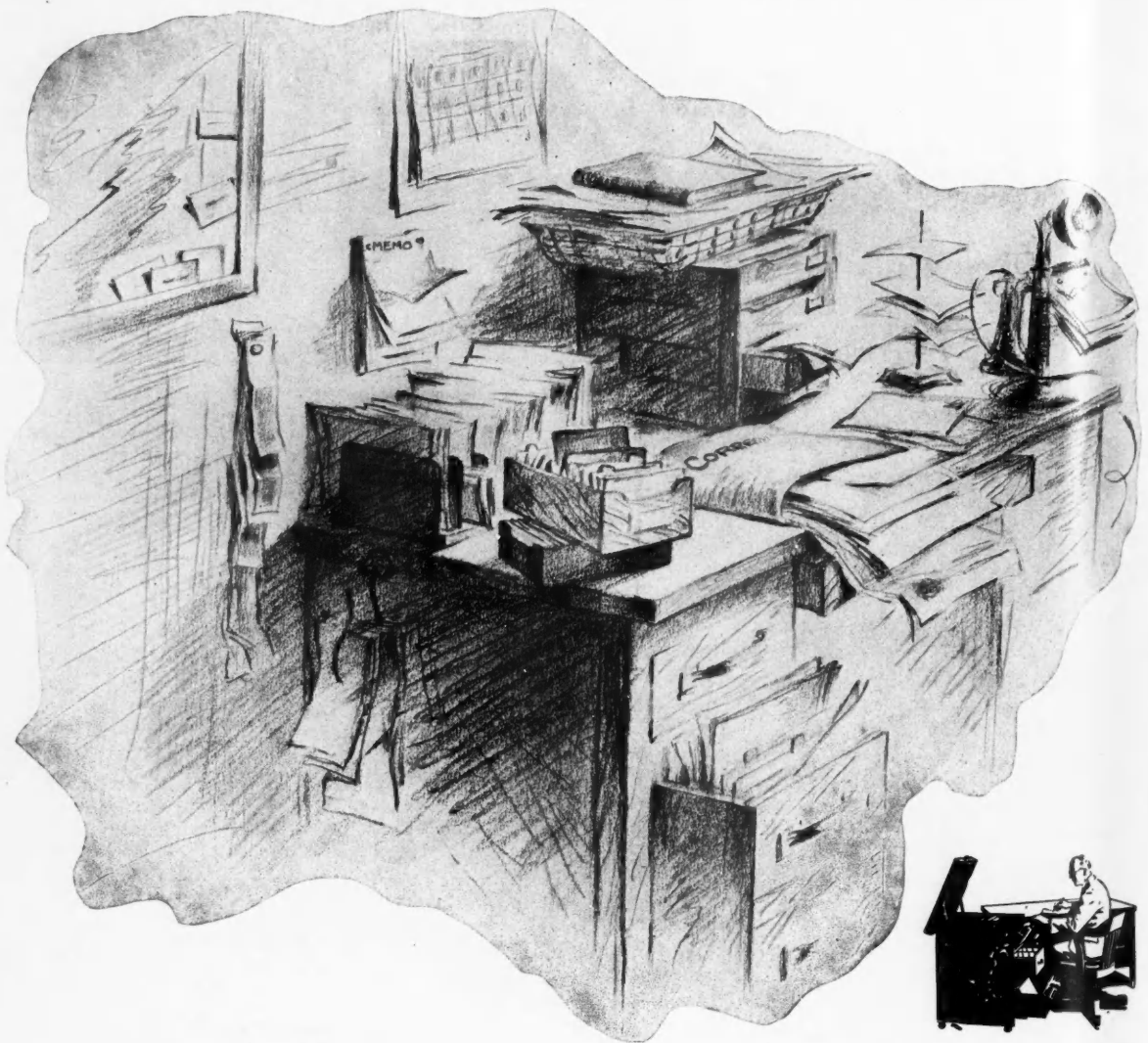
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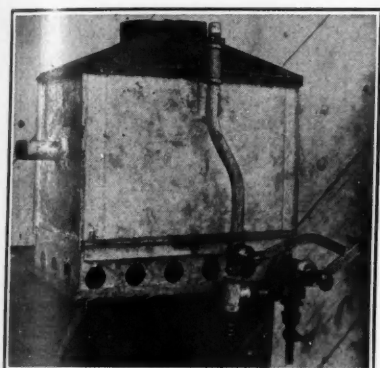
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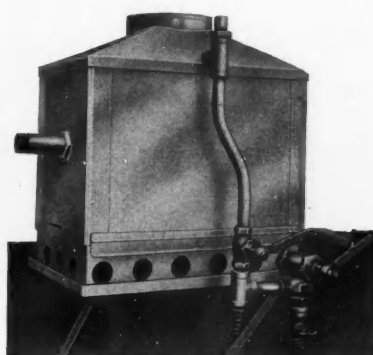
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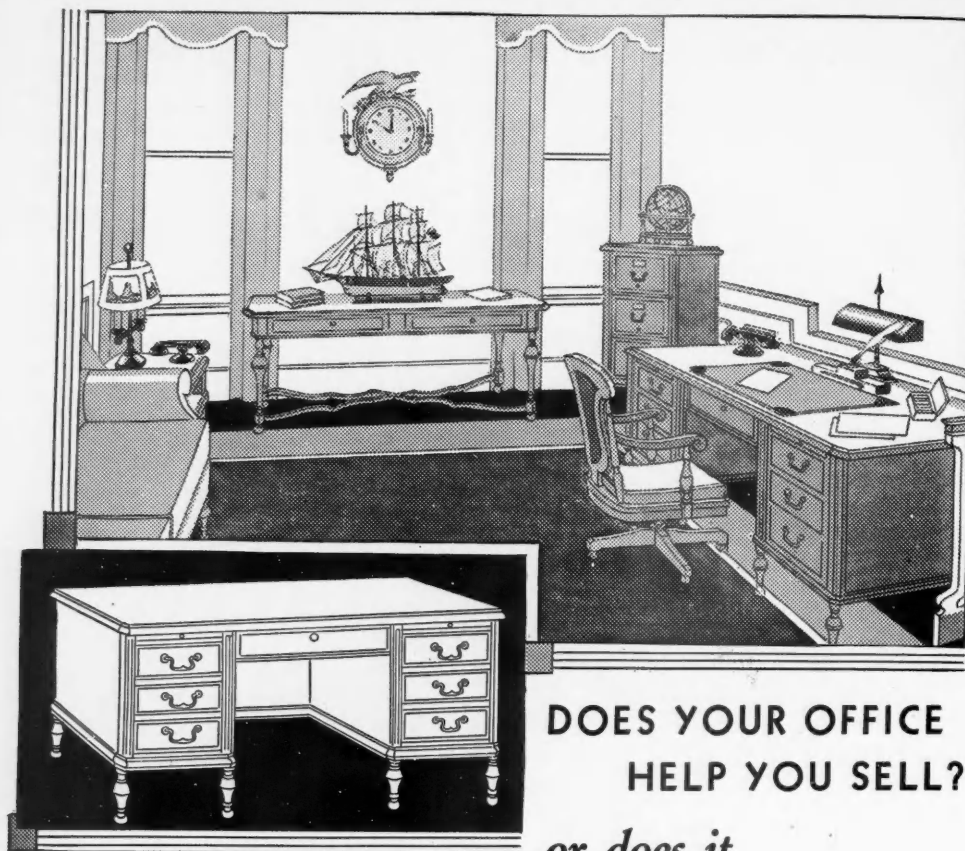
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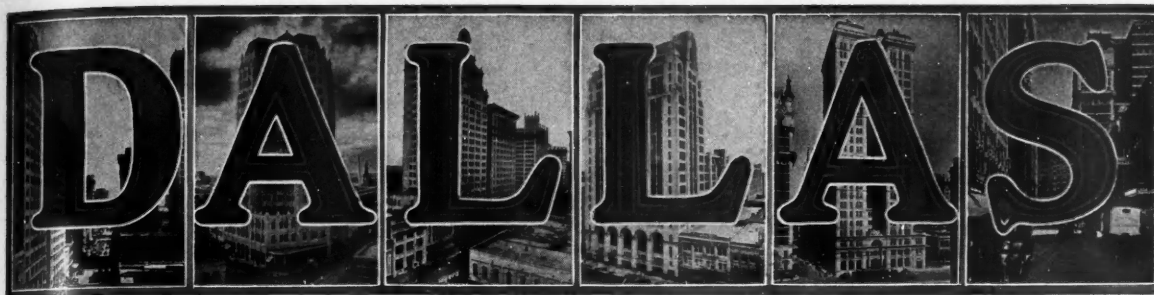
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OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

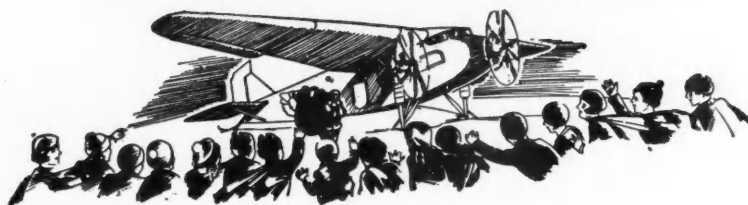
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Volume 9

NOVEMBER, 1930

Number 11

Putting Wings on Your Business



FEW cities of the United States find themselves in so fortunate a position as Dallas with regard to air-mail service. To the North, East, West and South extend air lines carrying the United States mail on a fast schedule that cuts many hours from the time once deemed necessary.

In addition, because of recent rearrangements of company ownerships, the schedules are in most cases so arranged that there is no lost time at any point along the route.

The mail planes are carrying passengers to augment their revenue from the mail. This will tend to stabilize commercial aviation to a degree never before possible. Uncertainty has disappeared and companies can now go ahead with plans, safe in the knowledge that at last a satisfactory arrangement has been hit upon whereby the government can give substantial aid to operating companies without actually subsidizing them.

For many months the air mail and air passenger companies have been operating through Dallas at an actual loss. Many ships have flown the long miles over Texas prairies at an operating cost of more

than a dollar a mile when, even if the ship had been full of passengers the revenue would have been less than eighty cents a mile.

The companies were content to take this loss to build up the new form of transportation. The pioneering has now been done and with the cooperation of the Department of Commerce and the Post Office Department, commercial aviation is now on a business basis, properly financed, properly managed and properly controlled by strict governmental regulations.

Dallas owes much to the officials of such companies as the National Air Transport, the Southern Air Transport and its sister company the Texas Air Transport, The Southwest Air Fast Express, Universal, Delta, Cromwell and the Western Air Express.

They undertook to establish in the Southwest a great air center of crossing lines for both passenger and mail lines. That has been done and the system is operating at its highest efficiency.

Many business houses and financial institutions have learned the value of air speed and the advantages of being able to rush either men or mail to distant points

at the rate of one hundred miles an hour.

This editorial is particularly concerned with air mail, where the saving of many hours, and in many cases days, may be effected with the additional expense of only three cents.

Dallas has many factory branches here whose headquarters are hundreds of miles away. Instructions written in New York one day can be delivered, via air mail, in Dallas the next. For three cents the home office can put into effect one whole working day earlier instructions that might mean a saving of many dollars.

Orders rushed northward or eastward by air mail gain that much time in delivery of merchandise—a feature that does not go unnoticed by the customer. Who ever heard of a customer that was not in a tremendous hurry for his goods, once he had placed an order, even though he had delayed placing that order for many uncertain days.

Financial institutions are faithful users of the air mail, having learned long ago of the saving in interest that may be effected through its use.

These are but a few instances of the
(Continued on page 15)

Dallas Before the Nation

Judge Huggins Tells of Progress Made in Dealing with Labor Problems

DALLAS ranks with Los Angeles as an outstanding American city as far as labor conditions are concerned, is the encouraging opinion of Judge W. L. Huggins, industrial specialist and labor expert of Emporia, Kansas, speaker at the recent quarterly meeting of the Chamber of Commerce.

Judge Huggins spoke before one of the largest civic gatherings ever convened in Dallas, using as his subject "Legal and Constitutional Phases of the Labor Movement". Delegations of business men from San Antonio, Oklahoma City, Waco and Fort Worth attended the meeting, in addition to more than 600 Dallas business men.

Some of the outstanding statements made by Judge Huggins were:

"The individual capitalist has been succeeded by gigantic corporations, and the interest of the general public and of business requires that these great combinations of wealth be regulated. Accordingly there has been placed on the statute books of this country the anti-trust laws and other laws designed to protect the individual and to protect the general public against the abuse of power which may rest in these great corporations. This is as it should be: It is approved by the public and it is approved by leaders of business throughout the country.

"There has also grown up in this country, under the leadership of the American Federation of Labor, gigantic labor organizations which have more economic power than any business corporation in existence. These labor organizations have constantly fought, and in many cases, evaded any regulation of their activities in the interest of the general public; there is no more reason that labor should be immune from law than that capital should be immune from law.

"Samuel Gompers stands today as one of the heroes of the labor movement. The philosophy laid down by him is still the philosophy of the American Federation of Labor. In the hearing before the Lockwood Investigating Committee in New York, when it was pointed out that it was necessary for men in the electrical busi-

ness, who were not affiliated with the Electricians' Union, to buy permits in order that they might secure the right to work, Mr. Gompers stated that while he did not approve of the practice, he was opposed to the courts interceding in order to stop the practice.

"The principles of the OPEN SHOP are as old as the English common law; they are embodied in the Declaration of Independence and in the Constitution of the United States. They guarantee to the citizen the right to life, liberty and the pursuit of happiness. It would be foolish to assume that this guarantee did not include the right of a man to contract with whom he will on such conditions as may be mutually satisfactory to him and to his employer, and the right to follow without molestation any vocation he might choose. When unions tyrannize non-union men, when workers are compelled to purchase the right to work, when they engage in sympathetic strikes, they violate the very fundamental principles on which this government rests.

"The whole force and power of the American Federation of Labor is now being directed toward securing legislation which will prevent a citizen from appealing to the courts of the country for protection in labor disputes, through the process of injunction. Mr. William Green, President of the American Federation of Labor, has announced that this is one of the major objectives of the Federation at this time. To say that a citizen, when the lives of his employees are threatened, when his property is faced with the danger of irreparable loss, shall not have the privilege of going before the courts of this country and ask immediate protection through the process of injunction, is to deny the citizen a protection which has been handed down from the days of the Magna Carta to the present time.

"False propaganda is being spread throughout the country by the American Federation of Labor that the OPEN SHOP denies the employee the right to organize. No court in the United States since 1842 has refused labor the right to organize; but the fact is that it is not the

right to organize that labor demands—it is the right to dominate. The OPEN SHOP does not now and never has opposed any organization of employees which it would not oppose if organized on the same basis by employers. The fact of the business is that some of the largest employee organizations in America today are in OPEN SHOP industries. The bone of contention is not the right of employees to organize; it is the demand of the American Federation of Labor that these organizations carry a provision for the Closed Shop.

"No one questions that in the years gone by, unions of employees have rendered service, not only to the employee, but to the public and to the industries concerned; but the trouble is that after numerous stringent laws have been passed regulating every form of organized capital, organized labor continues to demand that it be left absolutely free, without any legal restraint and without that responsibility to law which is necessary to protect the public interest. I believe that contracts which Closed Shop labor unions seek by economic pressure to force the employer to sign, which demand that he employ no one who is not a member of organized labor are against the public interest; and I also believe that it is against the public interest for the employer to exact a similar contract from an employee, demanding that he not affiliate with a labor union. The evil of the latter is a logical sequence to the evil of the first.

"There is a limit to high wages. The Brotherhood of Locomotive Engineers, which is one of the largest unions in the United States, bought some coal mines in West Virginia, and they were forced to operate these coal mines as OPEN SHOP mines because as President Stone of the Brotherhood said, the mines were being operated to make a profit; and it is utterly impossible to make a profit by working the mines according to the wage scale of the Miners' Union and observing all of their foolish working rules. Labor unions frequently make the mistake of placing wages so high that they find themselves in the predicament of having the wages but not having the work."



Why a Cotton Exchange?

**Production Plus Marketing Has Made Dallas the World's
Largest Inland Cotton Market**

By JORDAN C. OWNBY

Chairman Publicity Committee, Dallas Cotton Exchange

IN MAKING Dallas the world's largest inland cotton market the member firms of the Dallas Cotton Exchange have not only helped build Dallas by turning millions upon millions of dollars through the city monthly, but have been of inestimable value to the farmer of the Southwest.

In the marketing scheme of cotton, like that of other great commodities, the merchant is as necessary to the farmer as is the soil from which his product springs. Surely in this age of hustle we could not turn back to the simple pre-historic conditions of barter and trade, where the producer met the consumer and got the entire amount that the consumer was willing to pay. Therefore, the merchant is a necessity, for he must assume the burden and peril of marketing.

The perils of a farmer, in combating the elements and the uncertainties of his crop, are great. Likewise, those of merchandising. The cotton merchant is in a highly complicated and extremely risky business. He trades in competition with others and it is this very competition that prevents him from making the exorbitant profits that are commonly attributed

to him. He makes his profit, if any, by knowing just where his kind of cotton on hand is most needed. It is his business to keep in touch with all markets, both at home and abroad, and to know who is paying the best price for the grade or staple that he wishes to sell. Surely the farmer is in no position to do this—therefore, the need of the merchant.

In reality, the legitimate cotton merchant is the farmer's best friend, although there are still some scattered farmers who think that the cotton merchant is out to best them, paying just as little for cotton as he can. It is really not the merchant who sets the price. It is the law of supply and demand, and the farmer, who unwisely plants every acre of his land in cotton and then goes out into the market and buys his feed and food at high prices. As a matter of fact, the merchant would rather pay twenty cents for cotton than ten, for his profit is largely based on percentage, and the higher the price, the greater his profit. Then, too, it is easier for him to trade when cotton is high than when it is low.

The cotton merchants, of course, are not in business on account of philanthro-

pic motives, and yet there is no doubt but what they do render a great service to the farmer of our country. During the heavy crop movement they step into the picture and lift a great part of the surplus off the market. In this way they often keep the farmer from being forced to take several cents a pound less for his cotton, which would be inevitable if he had to dump all his crop at one time on the mills. Someone has to perform this function of holding and merchandising and it is more than probable that the margin of profit is narrower under a competitive system than under a monopoly functioning on a salary basis.

The Dallas Cotton Exchange, now in its twenty-fourth year, has played a great and necessary part in the marketing of King Cotton, its members having handled over three million bales in a single season. Its seventeen-story building, said to be the finest of its kind in the world, contains the offices of seventy-five merchants who buy and sell cotton in the far markets of the world; twenty-seven spot brokers who sell the farmer's cotton on commission; two factors who loan money

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Thanksgiving 1930

DALLAS people should be unusually sincere in thanksgiving this year, for there is much to look back on and much to look forward to. The old song exhorts us to "Count our blessings, one by one." Here are some of them:

1. Seven skyscrapers, totaling an investment of \$10,000,000, now under construction, and several others planned for the near future. (Note center double-spread in this issue).
2. Continued reclamation of the Trinity River Valley in Dallas with its employment of hundreds of Dallas men. (Note cover on this issue).
3. Increasing influx of new business firms. (Note industrial page).
4. Rapid progress being made toward canalization of the Trinity River.
5. A modern form of city government to become effective next spring.
6. The movement, reaching to almost revival proportions, toward rejuvenation and conservation of the soil of the famous black land belt surrounding Dallas.
7. And, above all things, that indomitable Dallas Spirit that has kept Dallas' citizenship marching always onward. When that progress is momentarily checked Dallas takes the opportunity of strengthening a little more the solid foundation upon which it is built, corrects and elaborates its plans and then moves hurriedly on towards the ever receding goal of greatness. Why is it true that Dallas is the leader of the Southwest in finance, industry, commerce? Because there is instilled in the blood of its men and women those true principles of leadership that built not only the Southwest but the entire West and the glorious Nation.

"For what we have received, O Lord make us truly thankful."

WHO'S WHO . . . in the Dallas Chamber of Commerce

EDITOR'S NOTE: In order that the members of the Dallas Chamber of Commerce may become more familiar with brother members, this magazine will publish each month on this page short sketches of three of them.

WEAVER E. HOLLAND, Assistant Manager of Dallas Power and Light Company, is probably one of the very few men who entered the ranks of the United States Army for war service and who returned to civil life from a lieutenantancy in the United States Navy.



Such a turn of fortune is more a sample of his life than an exception. A few months before Weaver Holland's birth, his father lost his claim acquired in the Oklahoma rush of 1892. The elder Holland was waiting on the line when the gun was fired at twelve o'clock noon on April 22, and was among the first to rush into the new territory and stake his claim, but unfortunately this land was claimed by a previous settler who subsequently brought suit against him, claiming that he was a "sooner". The plaintiff won the suit on a decision of the court that he had prior rights, having settled there first. However, this judgment seems unfair, because the plaintiff's prior possession of the land would mean that he, himself, was a "sooner" and therefore guilty of the same offense upon which he had originally based his suit against Holland.

Weaver Holland was born on August 13, 1892, at Chandler, Oklahoma, a thriving community of approximately 2,000 people, where the Holland family moved after losing their holdings in the territory known as the Cherokee Strip. He vividly recalls a cyclone that struck and almost destroyed the little town, as well as three occasions when robbers on horseback departed from Chandler with the funds of the local bank, giving the elder Holland and other residents additional setbacks to overcome.

Notwithstanding the ill fortune that pursued him, the elder Holland insisted that each of his children receive a sound education. Therefore, time found Weaver Holland at Oklahoma University with

DALE H. EDMONDS, recently appointed District Sales Manager of both the Dallas and Fort Worth branch offices of Taylor, Easterling & Co., Inc., has lived in the Southwest all of his life. Born near Dallas, he moved to Oklahoma and attended the public schools in that state, graduated from Kemper Military School in 1920, attended university one year at T. C. U. and one year at Oklahoma University, was engaged in oil producing and oil refining business with his father until 1923. He accepted a position with an investment brokerage house in Fort Worth and six months later, opened an investment house in partnership with another party. After two years of successful operation, they sold out their business, at which time Mr. Edmonds entered the Real Estate Investment and Loan business where he remained until making his present connections with Taylor, Easterling & Co., Inc.

Mr. Edmonds' knowledge of the investment business and wide field of acquaintance in the Southwest was responsible for his present connections with the oldest and largest general investment house in the Southwest.

The Taylor, Easterling & Co., Inc., Dallas office is located at 503 Magnolia Building. To assume the responsibilities of rendering a complete investment service to the people of the Southwest, Taylor, Easterling & Co., Inc., maintains a staff of investment experts, engineers, attorneys and auditors. The company has five branch offices and employs some 80 salesmen, 15 of which work out of the Fort Worth and Dallas offices. "Our company is expecting a large volume of business in Dallas due to the fact that the general depressed condition throughout the Nation has not been felt to any great extent by the people in this territory," Mr. Edmonds said.

a dual ambition and a meager supply of personal belongings. He wanted to be a football star and later an electrical engineer.

After his first year of instruction in engineering and football, the student scanned his report cards and realized that his ambitions had reached the parting of their

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CLAUDE L. LITTLEPAGE, Superintendent of the Western Union office in Dallas, is a comparatively new member of the Dallas Chamber of Commerce, but since coming to Dallas, a little over a year and a half ago, he has taken so active a part in promoting the interests of the Chamber of Commerce and that of other civic enterprises, that already he



has made a wide circle of friends and acquaintances.

Mr. Littlepage has made rapid progress in the telegraph business. It has been less than fifteen years ago that he entered the Western Union service at Tulsa, Oklahoma, and was advanced from a clerk in a small town office (fifteen years ago Tulsa was not more than a wabbling little city of about twenty-five thousand) to Superintendent of about the third largest telegraph office in the world.

From his early boyhood Mr. Littlepage has been interested in the telegraph. He spent his early youth with his parents on a farm near Ness City, Kansas. Even then the operation of the telegraph so fascinated him that whenever he had an opportunity to go to the little country town near his home he would stand for hours at the window of the railroad office deeply absorbed in watching the operation of the mysterious telegraph "key". To be a telegraph operator was his whole ambition at that time and, no doubt, if he had followed his own inclination he would have, like numbers of other now prominent men in the telegraph and other lines of business, started in as a messenger boy and worked his way up, but through deference to his mother's wishes he put that desire aside and prepared himself to be a teacher. After finishing high school, he took special training in a teachers' college and taught his first school at the age of seventeen.

He realized, however, that he would

(Continued on page 22)

« IMPORTANT NEW

New Firms

Facilities established in Dallas during October by concerns of sectional or national importance are as follows:

A. P. W. Paper Company, Albany, N. Y. Southwestern District Manager, 4501 Edmondson Ave.

American Chain Company and Associated Companies, Bridgeport, Conn. C. S. Johnson, Southwestern District Manager, 4503 Sycamore Street, temporary address.

American Tissue Mills, Holyoke, Mass. Sales and distributing branch, 8th floor, Second Unit, Santa Fe Building; R. P. Hawkins, District Manager.

Brower Manufacturing Company, Quincy, Ill. (Incubators, brooders, poultry supplies).

J. A. Abbe, District Manager, 803 S. Mont Clair Avenue. Warehouse stocks.

California Crushed Fruit Corporation, Los Angeles, Calif. Manufacturers of Mission Dry beverages. Branch office, 409 S. Akard Street; Bruce Parker, Southwestern District Manager.

Century Petroleum Company, Oklahoma City, Okla. Office, 306 Southwestern Life Building.

Cohen, Goldman & Company, New York, N. Y. Manufacturers of Knit-Tex Coats; Frederick L. Stern, District Manager. Display room, Athletic Club.

Continental Works Company, Chicago, Ill., manufacturers of paints and roofing materials. Warehouse stocks with

Standard Paint & Paper Company, 2022 Main Street; two sales representatives making headquarters in Dallas.

Cribben & Sexton Company, Chicago, Ill., manufacturers of gas heaters. James J. Marcus, Southwestern Sales Director, 6028 Palo Pinto Street.

Dodge Bros. Corporation, Detroit, Mich. J. A. Bishop, District Manager, 1406 Republic Bank Building.

Frigidaire Corporation, Dayton, Ohio. Southwestern regional office with jurisdiction over Texas, Oklahoma, Arkansas, Louisiana and Tennessee, 605 Dallas National Bank Building. H. R. Stewart, Regional Manager.

Glidden Food Products Company, Chicago, Ill., completed arrangements with General Foods, Inc., for distribution of Durkee food products through the latter's distribution system.

Gray & Danielson Manufacturing Company (Remler Division), San Francisco, Calif., manufacturers of radio sets; Southwestern sales and distributing branch, Fifth Floor, Second Unit, Santa Fe Building; Britton Rey and Robert Lavoy, factory representatives.

Julian H. Gray Company, New York, N. Y., investment securities; Southwestern district office, First National Bank Building, covering Texas, Oklahoma, Arkansas and Louisiana. Don A. Hicks, District Manager.

Hough Shade Corporation, Chicago, Ill. Division office, 1615 Bryan Street, A. C. Andrews, District Manager.

The McCall Company, New York, N. Y.; Southwestern branch office, 222 Allen Building; K. W. Jeffeis, District Manager.

Milwaukee Lace Paper Company, Milwaukee, Wis.; division office, 1313 Santa Fe Building; W. S. Sykes, Manager.

Publix Theater Corporation, New York, N. Y.; maintenance and sound department, 2024 Jackson Street.

National Guaranty Syndicate, Phoenix, Ariz.; State headquarters, 207 Central Bank Bldg.; H. S. Waller, Manager.

Ralston Purina Company, St. Louis, Mo. Southwestern division headquarters for the Central Division, 309 North Preston Street; Walter H. Murphy, District Manager.

RBF Ball Bearing Company, New

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS			
	1929	1930	
January	\$265,365,726.24	\$207,852,872.08	
February	220,677,360.88	177,426,932.40	
March	243,485,065.89	190,336,355.97	
April	228,307,179.67	173,552,526.66	
May	216,624,833.08	169,373,159.89	
June	195,818,474.36	161,405,438.23	
July	216,056,756.41	160,236,652.31	
August	220,008,508.00	155,351,696.51	
September	261,650,607.88	191,975,911.32	
October	305,794,072.78	197,420,183.53	
November	242,138,337.39		
December	265,860,631.04		
Total	\$2,881,787,579.62	\$3,133,816,000	
BANK DEBITS			
	1929	1930	
January	\$287,306,000	\$249,792,000	
February	235,300,000	210,891,000	
March	271,141,000	280,475,000	
April	248,497,000	237,646,000	
May	233,971,000	204,548,000	
June	217,138,000	192,763,000	
July	223,645,000	188,529,000	
August	237,562,000	190,588,000	
September	267,390,000	221,860,000	
October	334,837,000	245,193,000	
November	283,386,000		
December	293,643,000		
Total	\$3,133,816,000	\$3,133,816,000	
BUILDING PERMITS			
	1929	1930	
January	\$ 880,453	\$ 535,830	
February	467,022	589,012	
March	1,708,728	795,645	
April	1,294,212	1,034,935	
May	550,880	569,997	
June	469,550	664,975	
July	416,940	1,314,702	
August	501,331	941,165	
September	768,992	1,920,910	
October	1,651,175	609,942	
November	531,217		
December	532,714		
Total (Dallas proper)	\$15,157,796	\$4,025,062.35	
POSTAL RECEIPTS			
	1929	1930	
January	\$ 328,109.57	\$ 329,647.47	
February	326,162.35	327,262.42	
March	357,601.65	327,534.36	
April	325,033.60	334,307.28	
May	345,126.00	322,891.54	
June	295,462.39	299,792.10	
July	298,382.42	285,853.18	
August	325,046.00	291,150.22	
September	346,611.40	335,235.91	
October	392,430.17	365,707.14	
November	355,921.10		
December	429,275.32		
Total	\$4,025,062.35	\$4,025,062.35	
GAS METERS			
	1929	1930	
January	66,401	66,909	
February	66,480	67,048	
March	66,520	67,099	
April	66,601	67,041	
May	66,652	67,090	
June	66,681	67,111	
July	66,711	67,142	
August	66,764	67,174	
September	66,802	67,201	
October	66,831	67,228	
November	66,851		
December	66,880		
Total	66,880	66,880	
TELEPHONES			
	1929	1930	
January	68,752	69,340	
February	68,752	69,390	
March	68,902	69,440	
April	68,962	69,492	
May	69,021	69,536	
June	69,048	69,552	
July	69,113	69,601	
August	69,180	69,632	
September	69,230	69,658	
October	69,264	69,680	
November	69,294		
December	69,301		

*Includes Public Utility Construction.

W of a G R O W I N G C I T Y »

York, N. Y.; Southwestern distribution facilities through the Southwestern Automotive Sales Company, 2419 Commerce Street.

RCA Victor Company, Inc., Camden, N. J. (Engineering Products Division); district office, 914 Santa Fe Building.

Rector Oil Company, New York, N. Y.; office, 527 Slaughter Building; Patrick Hill, Vice-President.

Seaport Bag Company, Inc., Houston, Texas; sales office, Santa Fe Building; F. M. Martin, Manager.

Securities Corporation of America, Topeka, Kansas, investment securities. Southwestern division office, 1618 Allen Building; P. M. Steinkamp, Executive Vice-President.

Shaughnessy Knitting Company, Watertown, N. Y. (Hosiery); sales office, 633 Wilson Building; I. H. Hathaway, Branch Manager.

Square D Company, Detroit, Mich., manufacturers of electrical equipment; enlarged Dallas sales office to a warehousing and assembly unit, and occupied building at 3915 Main Street; R. J. Johnson, District Manager.

Sterling Penny-A-Day Policy Organization, Chicago, Ill., state office, 1514 Kirby Building; M. G. Paris, Director of Agencies.

Vilter Manufacturing Company, Milwaukee, Wis., manufacturers of ice and refrigeration equipment, Corliss engines, etc.; Southwestern division office, 826 Allen Building; J. P. Harrison, Manager.

Williams Sealing Corporation, Decatur, Ill., manufacturers of bottle caps and seals; established warehouse stocks in Dallas and assigned W. H. Tackett as District Manager.

...

Dealers Wanted

The Industrial Department receives many letters from manufacturers desiring dealers, distributors or agents. Any concern interested in securing additional lines should notify the Industrial Department, indicating what lines would fit in with its present lines. Anyone desiring to inspect the letters now on file from manufacturers seeking representation may do so at any time by calling at the office of the Industrial Department, sixth floor, Chamber of Commerce Building.

Ad Campaign Brings Good Will

The national advertising campaign of Industrial Dallas, Inc., is not only bringing many important new concerns to Dallas, but it is building a tremendous amount of good will for Dallas throughout the Southwest. This good will results from the fact that copy now being used in national publications features the Southwest as a whole—its remarkable growth, its present importance as a market, its future possibilities.

The following letter from the chief executive of a large concern in Corpus Christi, is typical of many that have been received from cities and towns throughout the Southwest:

"Some months past your good offices mailed me *The Southwest Market*; although this acknowledgement is shamefully deferred, I take this opportunity to express my appreciation for this masterpiece of workmanship, illustrations, statistics and essential information.

"This interesting volume, although obviously compiled and distributed in the interest of a Greater Dallas, is especially commendable for its fairness in depicting the agricultural and industrial development of the great Southwest. Therefore, I am sure that its circulation will go far towards further cementing the good feeling of a great market for a great city."

General Motors Family in Dallas

With the opening of a Regional office of the Frigidaire Corporation of Dayton, Ohio, at 606 Dallas National Bank Building, early in October, the last of the General Motors family of corporations has recognized the advantages which Dallas offers as the headquarters of business and industry in the Southwest.

The new Frigidaire regional office is typical of the organizations which Industrial Dallas, Inc., has been attracting at the rate of nearly 200 per year to this city for the past two and a half years.

The entire organization was moved bodily from Dayton to Dallas, according to R. M. Ambrose, assistant regional manager, after a detailed study of the advantages offered by various Southwestern cities as a headquarters base for his company.

"We chose Dallas", Mr. Ambrose said, "because we found that it offered unequalled facilities in the matter of transportation, central location within the territory, and central location with regard to the market embraced in our Southern and Southwestern dealerships."

Illustrating the advantages which the acquisition of these regional branches of national corporations bring to Dallas, is the list of personnel which the Frigidaire Corporation brought to Dallas.

The territory served includes dealer-

(Continued on page 24)

INDUSTRIAL SUMMARY

for OCTOBER, 1930

New Concerns

	October	Previously Reported	Total for Year
Manufacturing Plants	2	72	74
Wholesale and Distributing	25	153	178
Retail	25	154	179
Miscellaneous	21	208	229
	73	587	660
Branches of Sectional or National Concerns	30	183	213



Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 9 NOVEMBER, 1930 No. 11

DALLAS CHAMBER OF COMMERCE OFFICERS

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NATHAN ADAMS	Vice President
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Edward T. Moore	Hugo Schoellkopf
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1930-1933 TERM

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Porter Lindley	W. S. Mosher
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Sam Goodstein	Transportation
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F. H. Kidd	Pres. Manufacturers' Assn.
T. J. Mosher	Pres. Retail Mer. Assn.
Otto Lang	Pres. Junior Chamber
J. Howard Hayden	Chamber of Commerce of the United States of America—
A. G. Johnson, Manager, Dallas Insurance Agents' Ass'n	
Joseph F. Leopold, Manager, Southern Central Div.	
Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice President and General Manager.	
Real Estate Board—B. Felix Harris, Pres.; E. A. Bell, Sec.	
Automotive Trades Association—B. B. Owens, Pres.;	
Dr. J. H. Connell, Executive Sec'y.	
Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.	
Hotel Assn.—A. Lacy, Pres.; Mrs. C. L. Hamil, Secretary.	

OFFICE: Chamber of Commerce Building
1101 Commerce St., corner Martin, Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

A Resolution

Dallas has enjoyed for many years undisputed leadership in the Southwest; a leadership conceived by far-visioned pioneers, achieved by untiring efforts, and held by a united citizenship, ever responsible to the challenging demands of supremacy.

The obligation rests upon us to see that what we have gained shall not be lost or needlessly threatened. Now, as never before, there exists competition among cities as intelligent and energetic and far-reaching as exists in private enterprises; therefore, the greatest reason that all Dallas should be united in her program of development.

Great projects are in the making. The navigation of the Trinity River from Fort Worth and Dallas to the Gulf of Mexico will be accomplished, and will add to the natural advantages of Dallas opportunities of endless value. The adoption of the council-manager form of municipal government places Dallas in the vanguard of those forward-looking American cities whose machinery of government provides the most equitable distribution of benefits with the least possible burden and temptation.

Believing that the present is a most opportune time to unite for a common welfare all whose interests are inseparably linked with the progress of Dallas, the Dallas Chamber of Commerce suggests that the cities of Dallas, Highland Park and University Park should be consolidated, upon such equitable terms and conditions as will prove beneficial to all, and yet reserve to each the individual characteristics and developments in which it has a just pride and profit.

To accomplish this end, BE IT RESOLVED:

1. That the Dallas Chamber of Commerce appoint a committee whose duties shall be as hereinafter stated.
2. That interested citizens of Highland Park and University Park be and are hereby requested to organize and name similar committees.
3. That said committees, if and when named, shall by the chairman of the Chamber of Commerce Committee be called into joint session, for the purpose of negotiating and formulating such agreements for the consolidation of said cities as may be mutually acceptable.
4. That thereafter, with the approval of the respective city governments, and in the manner provided by law, said agreements be submitted to the qualified voters of said cities; for their approval or disapproval.
5. That the Dallas Chamber of Commerce pledge itself, its officers and directors to lend every possible assistance to the favorable accomplishment of this greatly desired union of interests.

Chamber of Commerce Committee for the Consolidation of Dallas, Highland Park and University Park: Edward T. Moore, Chairman; Judge William M. Holland, W. O. Connor, D. A. Frank, W. H. Francis, Edgar L. Flippen, Tom G. Wells, Dr. C. C. Sealeman, Harold Volk, M. B. Shannon, Geo. T. Lee, C. R. Moore, Ed. Titcher, Chas. Gates, E. N. Noyes.



The Fallacy of a Single Light

Clever burglars seldom tamper with the night lighting of a store, knowing that unusual darkness will mean instant investigation by passing police officers. Stores with but one light burning usually offer deep shadows in which burglars can find concealment at the approach of patrolmen.

Leave enough light in your store on closing to make the whole interior visible. Can officers peer inside and make sure no one lurks in shadows? If they can, burglars will hesitate to enter, for the danger of being trapped is enhanced.

Light is cheap and with it you can increase the protection of your property for only a few cents a night. Usually it is better to leave several lamps of medium wattage burning at scattered locations than to have a single lamp of high wattage.

Be consistent in your night lighting. Always leave the same lights burning so that patrolmen will become familiar with the arrangement and will notice any change.

DALLAS POWER & LIGHT Co.

Interurban Building

Elimination of Costly Fires

A Problem That Dates from the Discovery of That Friend and Enemy of Man

THE address on "Fire Prevention", delivered before the McKinney Rotary Club recently by Capt. Frank C. Hedgepeth, supervisor, Fire Prevention Council of the Dallas Chamber of Commerce, is printed in full herewith. It is brief and gives many reasons for more caution in saving fire waste.

"Fire prevention is a subject that had its beginning with the progress of man. When man began to build, his first and most serious problem was that of how to prevent fire from destroying that which he had built. There is no problem that is more important to the American people at this time than the one which has been created by our extremely heavy fire loss.

"The rapid growth and production in these United States has been so great within the past ten years that we have lost sight of the fact that fire has greatly reduced that which we have produced. The destruction caused by fire has left us poorer as a nation, and continues to come and go without attracting the attention of our business men and women, even though we are paying for this loss in the form of a heavy penalty in our insurance rates.

"There is a cause for every fire that occurs, and the finding and the elimination of this cause is the one big purpose of fire prevention. Fire hazards may be divided into two classes, physical and moral, or personal, as they are sometimes called. The physical hazards are inherent in the risk itself and in its surroundings, and may be partially measured or estimated, and to a certain extent controlled. Moral hazards arise from the personal factors, and are hidden, presumed rather than known, not to be measured or scheduled.

"We do not have sufficient time to enter into a discussion of both the physical and moral hazards; therefore, I shall confine my remarks to moral hazards.

"By its nature, insurance is a business that should not be employed for profit to the insured. A reasonable profit to the company conducting the business is legitimate compensation, but insurance as a business is not creative of wealth. It intends to relieve stress of loss and stabilize business credit. Oftentimes a big fire is such a shock to a company or individual that should they be forced to assume the entire loss they would not survive and

their creditors would suffer, but fortunately insurance relieves them of this liability by assuming it for them in return for the payment of a small fee commonly known as a premium.

"It is a regrettable fact, but nevertheless true, that where people have been entirely relieved of responsibility for fire, losses have greatly increased. Should the assured be expected to assume part of the responsibility? I shall not attempt to answer this question; however, this brings us to the question of 'Over Insurance'. Many of the more careful companies are restricting coverage to three-fourths of the value, or at any rate, sufficiently that under-insurance is apparent. In this way people are made to feel a certain amount of responsibility in order to safeguard their personal interest. The insurance company that indulges in or casually permits 'Over Insurance' is encouraging laxness on the part of the assured and consequently increasing what is known as the moral hazard. The moral hazard has usually been thought of only in its original aspect; in other words, the incendiary who intentionally starts fire to defraud for profit or for spite. This form of the moral hazard is caused by some unnatural or unusual stress of circumstances. Moral hazard is more or less chronic in most people at all times in the form of carelessness, and that chronic affliction is increased by the relief from personal responsibility. Hence, it is apparent that the insurance business with relation to the value and the physical character of the property of the assured in order to discourage rather than encourage the moral hazard.

"The Chamber of Commerce in each town and city should have a well organized fire prevention committee that functions throughout the year, whose duty it is to combat both the physical and moral fire hazards. The advantages of a fire prevention committee are many: First, a fire prevention program gives constantly increasing publicity to the local chamber of commerce; second, a successful fire prevention program constitutes a service which benefits every citizen of the community; third, a city with a low fire loss record is in excellent position to attract industries; fourth, a city free from fire dangers is usually a clean city, and there-

fore, should be particularly attractive to new residents from the standpoint of beauty and public health; fifth, a city with a low fire record should have an improved commercial credit standing; sixth, the most important argument of all is the fact that human life and property should be saved coincident with a well planned and executed fire prevention program.

"As my closing remarks I want to mention the importance of fire prevention: First, the loss of human life; second, the economic loss to society; third, the individual loss; and fourth, the reduction of the cost of insurance."

New Highway Map

Through courtesy of Governor-Elect Ross S. Sterling, the Dallas Chamber of Commerce has been presented with an up-to-date and complete highway map of the State of Texas, prepared in negative form.

The highway department of the Chamber has provided a large glass front case for illuminating the map, and it is now on display in the lobby of the Chamber of Commerce building. Shown on the map are various types and stages of highway construction and this will be corrected from time to time as reports of construction are received.

At the conclusion of the sermon the deacon passed the contribution box and it came back with one poker chip, a pants button and a plugged nickel in it. As was his custom, he brought the collection to the altar for the minister's blessing.

"Let us give thanks," said the preacher.

"For what?" asked the deacon, taking a look at the collection plate.

"We got the plate back."

A stout woman, wedged into a crowded street car, was having difficulty in getting into her tightly buttoned jacket pocket to extract her fare.

"Madam," said a man next to her, during her fruitless struggles, "let me pay your fare."

She protested rather indignantly.

"My only reason for wishing to do so," he said, "is that you've unbuttoned my suspenders three times trying to get into your pockets."

Putting Wings on Your Business

(Continued from page 5)

already demonstrated value of air mail. Few business houses but write one or more letters each day of such urgent nature as to justify the additional postage to gain the additional time.

There is a psychological effect about an air mail letter, too. The receiver of an air mail letter will instantly note it as one of importance, and it is certain that it will be the first one of the morning letters to be opened. An air mail stamp is equivalent to a red sticker bearing the words "Rush" or "Important".

Few men will handle as routine the contents of an air mail envelope.

A young woman coined the National Air Transport slogan "Put Wings on Your Mail". She might have added "and thus put wings on your business". In this day of keen competition, close profit margins, rapid turnover of merchandise, changing fashions and seasonal modes, the firm that takes advantages of rapid handling of correspondence will have a decided advantage over his slower moving competitor.

...

HOT-WEATHER TIP

She wore her stockings inside out
All through the summer heat.
She said it cooled her off to turn
The hose upon her feet.

—Purple Parrot.

...

New Hardware Sales Office

The McLendon Hardware Company of Waco, State distributor for the Clarion Radio, has established a North Texas sales office at 1004 Allen Building, with W. C. Reese as Manager. The company plans shortly to carry warehouse stocks in Dallas.

...

Texas has the largest helium gas plant in the world—at Amarillo.

...

Texas brought in 2,295 new oil wells during the first six months of 1930.

...

Teacher: "James, what is the opposite of misery?"

James: "Happiness."

Teacher: "And what is the opposite of sadness?"

James: "Gladness."

Teacher: "Fine. Now give the opposite of woe."

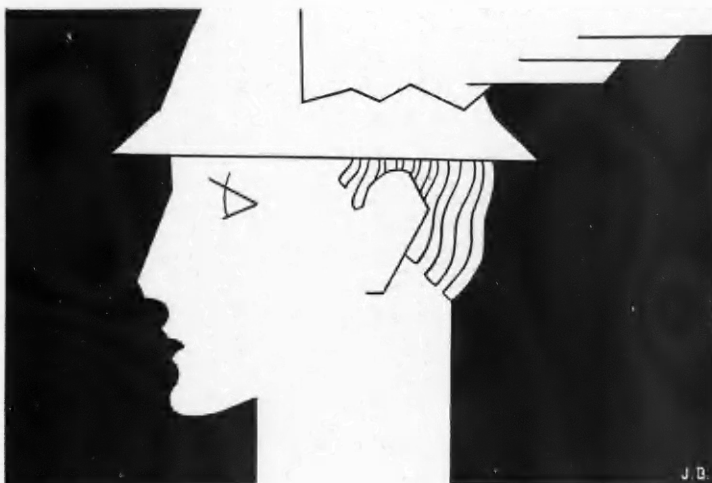
James: "Giddap."

—Clipped.



A PERFECT MEDIUM

MERCURY was the messenger god of the gods. He was one of the most important employees of Jupiter who transacted "worlds" of business on Mount Olympus. In matters of business and also love and intrigue, he was the per-



fect go-between. He possessed all the TACT of his mother, Maia and all the strength of CONVICTION of his grandfather, Atlas. He, therefore, provided the perfect medium of expression.

If you understand the duty of direct-mail printing as a perfect medium of expression then the Southwest Printing Company, modern protege of Mercury, can assist you to success with Ideas, Copy, and Printing. A representative will call without obligation.



Southwest Printing Co.

Cowan « Van Huss « Malone
DALLAS

Conveniently Located at 917 Camp Street

NEW TOWERS IN



1. Dallas Power and Light Building.

2. National Building.

3. Republic Bank Annex.

4. Tower Petroleum Building.

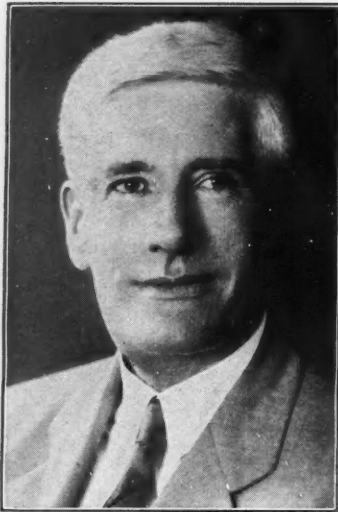
IN DALLAS SKYLINE



ding. 6. Y. M. C. A. Building. 7. Dallas Gas Building. 8. Great Atlantic and Pacific Tea Company Building.

NOVEMBER 1930

Page Seventeen



J. C. KENNEDY

FOR Texas to fail to take advantage of the unparalleled opportunity offered by the Chicago World's Fair for the advertising of the state's resources and opportunities is to me absolutely unthinkable", declared James C. Kennedy of Dallas, at a recent meeting held in this city.

The unanimity with which this opinion is held by the people generally of this state led Governor Moody last summer to appoint a number of leading business and professional men of the state to constitute the Texas World's Fair Commission. The purpose of this commission being to arrange for the proper and adequate representation of Texas at the Chicago Fair.

At the initial meeting of the commission held in September, the first question raised was whether or not Texas should be represented at this Fair. Without a dissenting voice, the meeting agreed that Texas could not afford not to be represented at Chicago. The Commission then proceeded to organize by electing James C. Kennedy, president of the Central and Southwest Utilities Co. of Dallas, chairman; Tucker Royall of Palestine, a leading banker of East Texas, vice-chairman; and Porter A. Whaley of San Antonio, secretary-treasurer. All officers serve without pay.

Originally conceived merely as a celebration of the centenary of the founding of Chicago, this original idea has been so expanded and the scope of the celebration so extended that its title, "The Century of Progress Exposition", now conveys the intention of portraying not only the prog-

ress of Chicago during the past hundred years, but also the progress of the entire United States, and, to a certain extent, of the entire world.

The site of the Fair, including about 800 acres, is an area of mainland and islands along the shore of Lake Michigan in close proximity to the business center of the city. The Fair management estimates an average weekly attendance at the exposition of 4,500,000 people; based upon the proposed duration for the exposition of six months, this will give a total attendance of approximately 120,000,000.

Transportation within the Fair is receiving careful attention; the entire grounds will be served with moving sidewalks, while water taxis will be generally used in the lagoons.

A Fair That Is Different

Directors of the Chicago Fair realize that an exposition similar to those of past years, which were really only glorified county fairs and carnivals, will no longer attract the present sophisticated generation. Consequently they are planning something entirely new.

The dominant theme which will be emphasized in both buildings and exhibits at the Chicago Fair will be the influence of science upon modern civilization, especially in its application to industry through invention. All the resources, facilities, and tools of modern science will be called upon to dramatize by actual models and exhibits these contributions of science to modern industrial development. This does not mean a dry, technical exhibition; but rather the telling in material form of the thrilling story of man's conquest of nature and conversion of nature's forces to man's service during the past hundred years.

For example, the story of the steam engine will be told through models of original specimens of the puny engines of a century ago and representatives of its various development up to the modern

giant locomotives of today. In the same way, the story of electricity will be portrayed from the discovery of the electric magnet through the fields of invention to the modern radio, and other inventions that have made this force man's greatest and most useful servant.

The social changes and problems which have been the consequence of this application of science to industry will also be exhibited, what it all means to civilization and to the progress of mankind. How man's economic and social status have been molded by improvements in transportation, in communication, in the application of natural forces to his convenience and necessities will be demonstrated.

The lighter side of the great show will include the presentation of numerous musical and dramatic attractions, also sports and games of both a national and international character.

Texas' Great Opportunity

Each week brings the announcement of additional states that have decided to participate in the Fair and are already busy laying plans for presenting their own century of progress and their present status of development and resources.

Certainly no state in the Union can show a growth and development in the past century comparable to that of Texas. One hundred years ago this commonwealth was merely an outpost province of a Mexican state, an insignificant item in Spain's far-flung empire, with a population of less than 20,000. Today Texas is the fifth in population among the United States, with a population of 5,821,272 people. It ranks sixth in wealth; leads the entire world in the production of oil, natural gas, cotton, mohair, wool, and agricultural products. It offers the greatest opportunity for the home-seeker and the investor in this or any other country. It is the duty of the people of the state to see that the story of the greatness of Texas is told to the world at the Chicago Fair.

Texas at the World's Fair

By T. C. CARRINGTON

Chairman of Concert Committee



JOE M. HILL

Joe M. Hill, Service Officer of the American Legion, is the chairman of the concert committee of the local American Legion posts, which are sponsoring a series of five entertainments in Dallas this season. The series was inaugurated by Mary Garden on November 7. She will be followed by Walter Geiseking, German pianist; Clare Clairbert, Belgian soprano; Harold Kreutzberg, German dancer; and Will Rogers, humorist.

...

New Insurance Organization

Organization of the Dallas Insurance Agents' Association has been perfected under the leadership of the Dallas Chamber of Commerce, and an office has been opened in the Chamber of Commerce, with A. G. Johnson as manager, according to announcement of R. W. Thompson, President of the Association.

The organization now has 55 members, representing about 75% of the fire and casualty insurance business written in Dallas.

...

TEXAS made the greatest population gain in its history in the 1920-30 decade, percentage of increase being 24.1 per cent.

...hundreds of
slogans feature

Service

The OVERBURDENED* word

Overworked . . . abused . . . misused
. . . and absolutely meaningless.
Meaningless because it is used in
hundreds of ways and compels a very
generous imagination to construe
its intended meaning . . .

Let's stop . . .

desist . . .

quit . . .

refrain . . . from using the word
and get down to the business of giving
it in our daily tasks . . . demonstrating
to those we serve that one service has
far greater value than any number
of promises contained in a slogan.



*This copy was written by a factory man who, in the past quarter of a century, has put the word "service" in type hundreds of times . . . with apparently hundreds of meanings.

Telephone 7-1174

Texas Publication House, Inc.

PRINTING INTERESTS OF R. C. DYER & CO. ACQUIRED APRIL, 1930

2500 McKinney Avenue at Fairmount

DALLAS

NOVEMBER 1930

Page Nineteen

HARRY BENNETT
COMMERCIAL PHOTOGRAPHY
 (Successor to RAYMOND STUDIO)
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We photograph anything anytime

The Pivotal Point
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DALLAS WHOLESALE MARKET



**WHOLESALE MERCHANTS
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 912 COMMERCE STREET

Space available in units
 of 500 to 3000 square feet
 The home of scores of wholesalers
 and manufacturers



Hunter-Hayes Co.
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**HOUSTON SAN ANTONIO
 DALLAS**



Atlas Metal Buildings
 for Every Building Need
Atlas Metal Works
 Dallas, Texas

Aviation

The Junior Chamber of Commerce has been playing host to several groups of visiting flyers during the past month or two. Among the groups entertained by the organization were Brooks Field Cadets and Kelly Field Cadets.

The aviation department of the Junior Chamber of Commerce is one of the most important parts of the local organization. Alphonso Ragland, Jr., is Vice-President in charge of aviation. Myron Everts is the director in charge and Peyton L. Townsend is committee chairman. These men are working hard with the senior group to make Dallas stand out as an aviation center.

On October 4, the Southern Air Transport invited the Junior Chamber to visit their plant at Love Field. A large number of the membership took advantage of this visit to learn more about the air craft industry. The trip proved to be very interesting. Every phase of airplane manufacture was explained and many were surprised to find such a complete air craft service station in this part of the country.

Gliding is now holding the interest of the young men of Dallas. A glider club

is in the embryonic stage of development. This club will be made up largely of Junior Chamber members. Complete theory of gliding will be studied before any attempt is made to fly.

State Meeting

On Saturday, October 18, 1930, the Board of Directors of the Texas Junior Chamber of Commerce met in Fall session at the Baker Hotel in this city. Those present were Henry Coutret, Corpus Christi, Texas, State President; Lud J. Lincoln, Waco, Texas, State Vice-President; C. O. Girard, Dallas, Texas, State Vice-President; Gordon L. Lewis, Corpus Christi, Texas, State Secretary-Treasurer; Howard Lovelette, Denison, Texas, State Director; J. Louis Marsh, Waco, Texas, State Director; Walter Nelson, Jr., Wichita Falls, Texas, State Director; Cullen W. Briggs, Corpus Christi, State Director; Wilson P. Southwell, San Antonio, Texas, State Director; John B. Dunlap, Dallas, State Director.

During the transaction of business, the following Dallas Junior Chamber members were appointed to the following state committees: Expansion, John B. Dunlap, chairman; Highways, Austin Moore; Legal, Knox Sherrill; Aviation, Peyton L.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

of "DALLAS," published monthly at Dallas, Texas, for October, 1930.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Earl Y. Bateman, who, having been duly sworn according to law, deposes and says that he is the business manager of the magazine "DALLAS" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

NAME OF—
 Publisher, Dallas Chamber of Commerce,
 Editor, E. C. Wallis,
 Business Manager, Earl Y. Bateman.

POSTOFFICE ADDRESS:
 Dallas, Texas
 Dallas, Texas
 Dallas, Texas

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

OWNERS: Dallas Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state). NONE.

(Signature of editor, publisher, business manager, or owner.)

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder and security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

EARL Y. BATEMAN, Business Manager.

Sworn to and subscribed before me this 1st day of October, 1930.

S. G. GOODSTEIN, Notary Public.

(SEAL)

(My commission expires June 31, 1931.)

Townsend; Senior Chamber Contracts, J. Howard Hayden, Jr., chairman; National Convention, J. Frank Parker, Jr.; Athletics, Steve Oprendek.

The Red River Dam at Denison was indorsed by the board; also an effort to have a drivers' license bill passed at the next legislative session.

National Vice-President, Henry Lutz, and National Secretary, Harry J. Krusz, attended the meeting.

■ ■ ■

Most Valued Member

Last year the Jaycee Peppers, an inner organization of the Junior Chamber, offered a mounted silver cup to the member of the organization who in the opinion of the judges did unusual work during the year. This cup was awarded to Lyman G. Thompson.

Again this year the Peppers will present the cup to some member. The officers of the organization are not eligible. Various times during the year, members have chances to distinguish themselves by participating in civic enterprises taken on by the junior group.

■ ■ ■

Getting Voters Out

Irving Pierce headed the Get-Out-The-Vote Campaign put on by the Junior Chamber this year. The Junior Chamber being the civic department of the senior organization felt that it could do no better civic work than getting out the vote. The election of a new governor and the changing of the city form of government were important events this year. Due to the work of the Junior Chamber committee, a record number of votes were cast.

■ ■ ■

Text Book Material

More than 100 of the leading universities of the country have requested and received literature issued by Industrial Dallas, Inc., which has been used in courses in business administration, marketing, distribution, advertising, etc. Use of the Dallas literature in this way brings the Southwest and Dallas to the attention of college students who will later hold important executive positions. The following letter from the head of the school of business administration at the University of Illinois is typical of many that have been received:

"Thank you very much for your promptness in sending me the copy of *The Southwest Market* which I requested. It is an impressive, dignified and interesting presentation of the Southwest's industrial possibilities. I have already had occasion to use the book in class lectures

two or three times, and shall probably use it frequently."

Tips From Members

The Industrial Department has recently received a number of valuable "tips" on industrial prospects from our members. These leads are highly appreciated, and frequently they result in important new industries being brought to Dallas.

Executives of local concerns have many valuable contacts that enable them to secure advance information on proposed new branches or plants. If this information is passed on to us immediately it enables us to get in touch with the prospect ahead of competing cities.

If you know of any prospects of this kind, telephone 2-5425 and ask for the Industrial Department. These matters are always treated as confidential.

2-8084



2-8084

107 Construction Industries Bldg.

Dewitt & Washburn
ARCHITECTS
1228-29 Kirby Building
DALLAS
Members American Institute of Architects

PHOTOSTAT PRINTS
Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.
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SEALS
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DALLAS

Office Phone
7-5561

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HENRY NUSS
BOOKBINDER

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PAPER RULER

Loose Leaf and Binders

416 South Ervay

Dallas

ENVELOPES

MANUFACTURED
BY SPECIALISTS

Commercial Envelopes
and Special Sizes

HESSE ENVELOPE COMPANY of TEXAS
DALLAS

Plain or printed

BARONIALS, BANKERS FLAP, CATALOG, CLOTH LINED, COIN, CLASP, DUPLEX, DRUG, ENVELOPE ORDER BLANKS, PENNY SAVERS, POSTAGE SAVERS, POLICY, TIME SAVERS, THEATRE TICKET, TIN END, SPECIALS OF ANY SIZE OR STOCK.



Architect's drawing, 20-story Dallas Power & Light Co. Building. The tallest electrically welded building in the world.
Lang & Wittichell, Architects.
Gardner & Howe, Engineers.
C. L. Shaw Co., Gen'l Contractors.

Architect's drawing, 22-story Tower Petroleum Building.
McNeny & McNeny, Owners.
Mark Lemmon, Architect.
Steel design by R. O. Jameson.
Henger & Chambers, Gen'l Contractors.

UP and UP

Dallas' skyline is ever changing—going up and up! Steel on steel—stone on stone for the future. Growth! Progress! Record on record!

It is a significant fact that Mosher has played an important part in the construction of many of the impressive buildings that make Dallas' famous skyline.

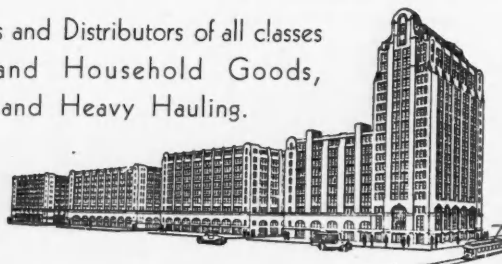
The same wealth of experience, the same designing skill, the same unequalled manufacturing facilities that has made possible many of Dallas' notable buildings is available to any prospective builder, architect or contractor.

"Before you build, know steel"

MOSHER
Steel and Machinery Company
DALLAS

Receivers, Forwarders and Distributors of all classes of Merchandise and Household Goods, Machinery Setting and Heavy Hauling.

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



Dallas Transfer & Terminal Warehouse Company
Phone 2-7111 Second Unit, Santa Fe Bldg, DALLAS Est. 1875

Claude L. Littlepage

(Continued from page 9)

never be satisfied in that field of work, and after a few years entered the Civil Service at Tulsa. It was not until he was twenty-five years of age that he became connected with the Western Union Telegraph Company, entering the service as a clerk at Tulsa.

From then on he put his whole thought and interest into his work; not only did he quickly master the duties assigned to him, but would spend hours of his own time studying every other phase of the telegraph business. It, therefore, is not surprising that he rapidly advanced to Cashier, Night Manager, Delivery Manager, Office Manager and, in the short space of a few years, was promoted to the position of Superintendent of the office at Little Rock, Arkansas.

Mr. Littlepage so successfully filled the requirements in that position of responsibility, that within a year he was given the Superintendency of the Tulsa office. That was during the big oil boom in that territory and Tulsa was doing an immense telegraph business. To adequately protect the Western Union's rapidly expanding interests, provide facilities, establish additional branch offices and maintain a well-trained and capable working force would have been a big job for a more experienced man, but with his untiring energy and characteristic resourcefulness, Mr. Littlepage made an enviable record for himself, and after about three years on that job, he again earned favorable recognition of his Company, and was selected from a large group of other officials to supervise the Company's interests in Dallas.

During his residence in Tulsa, Mr. Littlepage was very active in civic, school, and church affairs. He was a member of the Board of Education, President of the Parent Teachers' Association, President of the Great Men's Bible Class of the First Christian Church, member of the Hotel Greeters' Association, Rotary Club, High Twelve Club, and the Chamber of Commerce.

Mr. Littlepage came to Dallas in December, 1928, to accept the position of Superintendent of the Dallas Western Union offices. His wife and two young daughters, Opal and Lee, joined him at the close of the school semester in February. Mr. Littlepage soon identified himself with different civic enterprises, and immediately became an enthusiastic booster of Dallas. He is a member of the Dallas Wholesale Credit Men's Association, the Chamber of Commerce, Dallas Rotary

Club, and has recently been elected Secretary of that organization. He also takes an active interest in the various civic drives, conventions and good will tours, and is at present acting as General Chairman of the Employees Division of the Dallas Community Chest drive that is to be put on within the next few weeks. He is also a member of the Knights of Pythias, Odd Fellows, and Masons. Memberships in the Kiwanis Club, Junior Chamber of Commerce, and the Dallas Flying Club have been provided through his Company for several of his staff men.

Since coming to Dallas Mr. Littlepage has made a very comprehensive survey of the telegraph needs and was so thoroughly sold on the wonderful possibilities of the city, that he immediately took steps to extend their facilities, and has established fourteen additional branch offices which now makes a total of thirty-eight Western Union branches conveniently located in practically every part of the business, residential, and out-lying districts. Aside from these independent branches, the Western Union now has about twenty Agency offices in the city.

This past year of general business depression has unquestionably been an acid test of the stamina of many men charged with the administrative work of both large and small businesses. It is therefore, creditable to his unerring supervision and foresight that Mr. Littlepage has been able to carry on the telegraph business without any deterioration of the quality of service, without any curtailment of its facilities, and with no perceptible reduction in his force. He has met this trying situation with the policy of strictest economy consistent with the maintenance of high-class service, and with a continued active campaign for the development of more business. He is very optimistic concerning the general business outlook for the near future.

Perhaps the keynote of the success Mr. Littlepage has attained in his various enterprises is due principally to the "personalized interest" he puts into whatever he undertakes.

...

Weaver E. Holland

(Continued from page 9)

ways. He favored football rather than engineering as his principal study, but an analysis of the situation convinced him that engineering would be more remunerative than his favorite sport. He gave up football and applied his energies to solving the relations between slide-rules and logarithms, as well as other engineering problems.

After completing his work at Oklahoma University, he took an engineering apprentice course with the Westinghouse

Electric Supply Company, and arrived in Dallas during 1915 as a salesman for the Westinghouse Company, with North Texas as his territory.

Early in 1917 he went to Camp Travis, being discharged as a sergeant in December of that year and transferred to the Navy as a Lieutenant, junior grade. He was assigned to the U. S. S. *Rochester*, which was on convoy duty. The *Rochester* completed nine crossings as escort to troop ships in flotillas of from ten to fifteen vessels before the crew received shore leave in France. After the signing of the Armistice this cruiser made five more trips to European shores with Mr. Holland as its Chief Engineer. On one of these trips it was the flagship of the Destroyer Fleet that protected Commander Reed when he flew the NC-4 across the Atlantic. Mr. Holland was discharged from the Navy as a senior Lieutenant on July 1, 1919, and returned to his home in Chandler, Oklahoma.

In October of that year he joined the Westinghouse Company at Dallas as Chief Clerk, and in February of the following year went with the Dallas Power and Light Company as chief clerk to Mr. C. W. Davis, then Vice-President and General Manager of the Company. Shortly afterward Mr. Holland was made Sales Manager, which position he held until the Spring of 1930, when he was made Assistant Manager.

Soon after becoming associated with the Dallas Power and Light Company, Mr. Holland married Miss Winifred Adams of Chandler, Oklahoma, a high-school classmate. They have one son, Edward Ransome Holland, who is five years of age.

Always a football enthusiast, with the passing of the years Mr. Holland has lost none of his interest in outdoor sports and continues to enjoy a good game almost as much as he does fishing and hunting.

Mr. Holland is a member of the East Dallas Christian Church, and his Club affiliations are the Electric Club, Salesmanship Club, and Lakewood Country Club.

...

Texas has more farm-owned motor vehicles than any other state in the union with 357,000 passenger cars and 42,600 trucks, according to American Research Foundation. Ohio is second, Illinois third, Iowa fourth, Pennsylvania fourth, Wisconsin fifth and New York sixth.

...

Texas showed a gain of 6 per cent in electrical output for July, according to U. S. Geological Survey figures. The United States as a whole showed a loss of 3 per cent.

READY

—at the first ring of the telephone to give "That Air Service" on

Tires, Rims, Wheels,
Brakes, Batteries,
Oil and Gas

—three service stations to serve you

—and our Ross and Harwood One-Stop Super Service Station is open all night.

"Skinsie & Jimmie"

Dallas Firestone Dealers

Young at St. Paul Ross at Harwood
7-2020 7-3177

Jefferson at Madison
9-1118



**S. L. EWING
COMPANY**

TYPEWRITERS

1606 Commerce
2-3026 Dallas

Myers, Noyes & Forrest CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.

DALLAS, TEXAS

Surveys, Investigations and Reports



Residence Windows a Specialty
General Cleaning and Janitor Service
RITE-WAY Window Cleaning Co.
F. W. COOPER PHONE 3-0583



Important News of a Growing City

(Continued from page 11)

ships at Dallas, Fort Worth, San Antonio, El Paso, Houston, Oklahoma City, Little Rock, Memphis, New Orleans, and about 260 other dealerships located in Texas, Oklahoma, Arkansas, Tennessee and Louisiana.

The staff brought to Dallas includes: H. R. Stewart, Regional Manager; R. B. Ambrose, Assistant Regional Manager; J. R. Lumpkin, Regional Representative; F. F. Williams, Sales Promotion and Advertising; J. O. Deering, Commercial and Technical; F. J. Cotton, Special Representative with public utilities; S. J. Best, Service Manager; E. Johnson and A. R. Jones, Service Representatives; Thelma Nevenger, Secretary.

The concern occupies a suite of offices in the Dallas National Bank Building, and its representatives travel from Dallas throughout the territory outlined constantly. Supervision and dealer contact regarding both sales and service of Frigidaire household and commercial refrigerating machines is maintained here.

Dallas Data on File

More than 2,000 concerns whose home offices are located elsewhere now maintain branches in Dallas. Frequently managers of these branches are asked for information about Dallas or the Southwest that they find it difficult to furnish. In many instances this information is on file in the Industrial Department, or can be secured for you by that department, saving you considerable time and expense.

There are, likewise, many branch managers that would like to have their Dallas facilities enlarged—sales offices converted into distributing branches, with complete stocks here, or manufacturing plants established where only sales or distributing branches are maintained. To interest the home office in such expansions, it is necessary to submit comprehensive reports showing the need for such facilities. The Industrial Department is in position to assist in the preparation of those reports, and need not be known in the transaction at all.

Consult the Industrial Department for services of this character; your request will be considered confidential, and the matter will be handled in strict accord

with your wishes. There is no question but that many sales and distributing branches in Dallas could be profitably converted into important manufacturing plants. Let us help you convince your home office that such a plant here would be a sound investment, would increase your prestige in this market and lead to greater volume of business with larger net profits.

...

Change in Ad Firm

BEN H. WILLIAMS, well known Texas advertising man, has recently been made a member of the firm of Brennan, Brown and Auld, Inc., and the name of the firm changed to Brennan, Brown & Williams, Inc. Mr. Williams purchased the interest formerly held by Mr. Auld.

Mr. Williams is a graduate from Baylor University with the degree of Bachelor of Business Administration, and was for several years manager of the Houston plant of the Southwestern Engraving Company. For the past two years he has been associated with the Sales Guild of New York, a national marketing organization. He will devote his time equally between Dallas and Houston.

"The association of Mr. Williams with our agency," said J. Richard Brown, President, "is due to the expansion of Texas industries which will follow the lifting of the present depression and the necessity of forming new channels and methods of distribution to meet the changed conditions. Mr. Williams has made a study of and has had experience in sales analysis work and will be in charge of this department of the agency."

Officers of the agency, which has offices in both Dallas and Houston, are J. Richard Brown, President, Earl Brennan, Vice-President and Secretary and Ben H. Williams, Vice-President and Treasurer. Associated with the agency as writer is Miss Violet Short.



Representatives Wanted

The Industrial Department receives numerous requests from manufacturers for names of Dallas jobbers, brokers or manufacturers agents that might be interested in handling additional lines. These manufacturers are seeking connections here for the sale and distribution of their products in the Southwest.

Any Dallas firms that would be interested in securing other lines should get in touch with the Industrial Department, giving that department a list of lines now handled and indicate what additional lines are desired. Inquiries from manufacturers whose products would fit in will then be referred to local concerns desiring new lines as they are received.

A number of Dallas concerns have secured lines through this department that have proven highly profitable.

...

Shop Early

Santa Claus will officially make his appearance in Dallas in the evening of November 28, in the midst of a giant procession of elves, goblins, fairies, comic strip characters and whatever else the Retail Merchants Association committee, headed by Clifton Linz, may think of between now and that time.

Thus will be ushered into Dallas retail life another Christmas shopping season, with its attending rush toward heavily stocked counters and shelves.

During the four weeks from Thanksgiving to Christmas the doubts, and worries, fears and uncertainties, of the other twelve months will be forgotten in the rush to buy presents for "mother and father and sister Sue, brother and baby and sweetheart too."

And—lest we forget—along comes that annual and extremely practical dual warning "Shop Early and Mail Early."

"If those who can afford to buy will do so, there will be a great revival in business," some business sage has declared. The retail merchants of Dallas suggest that these fortunate ones start doing just that on November 28—or sooner if possible.

...

It takes less time to prevent an accident than it does to report one.



Evidence...

The fact that the Boyd Printing Company have built their own new building and added the most modern printing equipment to their plant, does not in itself assure you of good printing service....

but

....The fact that this modern plant has grown from a small business, established six years ago, occupying one rented floor of a small building, *is* assurance and evidence of a service that gives satisfaction to all who use it.

Boyd Printing Company

Poydras and Wood Streets

J. L. BURGESS L. E. ELLIOTT
M. N. CHRESTMAN O. D. BRUNDIDGE
O. A. FOUNTAIN H. A. BATEMAN
W. H. WHITE

**BURGESS, BURGESS,
CHRESTMAN & BRUNDIDGE**

Attorneys

1106-1112 Southwestern Life Bldg.

General Civil Practice

Specialties—

Corporations, Insurance, Machinery
and Real Estate Practice.

Phone 2-9288

For Competent
OFFICE HELP

EMPLOYERS SERVICE BUREAU

405 Santa Fe Bldg.
8 Years in Dallas

**SCHOOLAR, BIRD &
McCULLOCH**

C. H. Schoolar, C. P. A., President
George H. Bird, Sec'y & Treas.

Established in the Southwest
Twenty-three Years

AUDITS . . . SYSTEMS
TAX SERVICE

Santa Fe Building Dallas, Texas

ZUBER & ZUBER
Wholesale Collections

408 Santa Fe Bldg.
Established 1918

C. B. ZUBER F. M. ZUBER

**Cannon Ball Towel
Supply Company**

2009 Orange St. Dallas, Texas

Everything Furnished in the
Towel Supply Line

SERVICE UNEXCELLED

Phone 2-2736

A Complete Banking, Trust and
Investment Service

The
**Republic National Bank
and Trust Co.**
Dallas, Texas

What Dallas is Doing to Hasten Business Recovery

By JULIAN CAPERS, Jr.

THE use of intelligently applied advertising as a factor which bids fair to become increasingly important in the control of business depression in certain localities is indicated by the experience of several communities during the present period of depression.

A typical experience is that of Dallas, Texas, where Industrial Dallas, Inc., a subsidiary of the Dallas Chamber of Commerce, has for the past two and a half years been conducting a national community advertising campaign, with a total planned expenditure of about \$500,000, over a three-year period.

The Industrial Dallas campaign, launched May, 1928, when business conditions were normal, enjoyed extraordinary success during the first twelve months of operation, with numerous new business enterprises established, and new branches of national concerns moved into, or opened up in, the city.

In 1929, with business better even than in 1928, during the first six months of the year, at least, the success of this advertising continued.

Dallas, the geographical center of the Southwest—Texas, Oklahoma, Arkansas and Louisiana—stressed chiefly in her advertising this location and the already established position as the market-place for 12,000,000 people. Appeal has been made directly to sales and distribution executives, with stress upon the \$6,000,000,000 yearly income which residents of the logical Dallas trade territory make and spend.

At the end of Dallas' second year in advertising, in May, 1930, despite the fact that the cumulative effect of the campaign contributed results even more impressive in actual figures than those of the first year's effort, directors of Industrial Dallas met and took stock of their situation.

There was never any question but that the advertising program should continue as originally planned, but the economic situation which had developed in the wake of the November stock market collapse indicated a need for an even more intensive sales promotion effort.

R. L. Thornton, president of Industrial Dallas, Inc., and a leading Dallas banker, called a meeting of directors, and aided by Nathan Adams, another banker, and the directorate of Industrial Dallas, Inc., worked out a plan unique in its application to a community advertising project, which corresponds roughly to a merchant-

dising service tie-up in the national advertising campaign of a manufacturer.

Business, it was universally agreed, was not so good. Yet it was obvious to these men that the 12,000,000 people who live in the Southwest had not dispensed with food, clothing, motor cars, machinery, building materials, etc.

The problem was to induce a greater number of people to buy in Dallas, from business houses already established and from those which Industrial Dallas hoped and expected to influence to establish themselves there during the ensuing year.

As a means toward this end a trade extension department was created and Alfonso S. Johnson, a merchandiser of ability and experience, was retained.

Johnson is not a swivel chair executive, but a field worker. He is a "trade evangel representing Dallas" and he spends his time in the field, visiting the cities of the Southwest, where he addresses retailers, consults with them on sales problems, helps modernize merchandising methods, addresses sales personnel, and gives fundamental instruction in sales promotion and selling strategy.

He has nothing to sell. This service is given gratis. And it is appreciated. Merchants in the Dallas territory, quick, alert to the opportunity presented, sent invitations to Johnson within a few weeks after the plan was announced that will engage his entire time for six months. Naturally, the good-will created has influenced many of these merchants to supply their needs from Dallas manufacturers, wholesalers and jobbers. Merchants trade in a market where the men who sell them merchandise are keenly interested and actively engaged in helping to move these goods at a profit.

And the manufacturers, jobbers and wholesalers who operate in Dallas have been tremendously impressed with the results attained. Those who have come in since the advertising campaign are more completely sold than ever before on a community which does not provide them with market analysis and data, and consider its job ended there, but after telling them that Dallas is an excellent city in which to locate a branch factory or sales office, proves it by helping them find their markets and leading the buyers into their establishments.

There was still another factor in the situation prevailing in the Southwest

studied by the directors of Industrial Dallas, Inc. True, it wasn't peculiar to this particular year, because it has been more or less perennially a problem. In certain areas of the trade territory, failure of the cotton crop, because of drought, and low prices, left the consumers with a considerably reduced buying power. Even the finest merchandising could be of little help to merchants who served these customers. Drought, of course, was a matter beyond human control, but the practice of one-crop farming could be corrected.

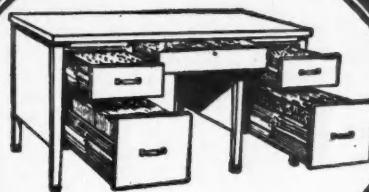
Therefore, Industrial Dallas, Inc., launched its agricultural and livestock bureau, under the direction of John T. Orr, a practical and successful farm operator, and an able executive.

Mr. Orr and a staff of capable assistants have gone out into the territory to spread a doctrine of diversified farming. Not by "advice," but by practical help. With the aid of the county agricultural agents, dependable farmers in typical communities are selected, and induced to plant feed crops and add livestock to their farm programs. Through a \$100,000 finance corporation sponsored by Industrial Dallas, Inc., with stock subscribed by Dallas business men, a fund of \$1,000,000 will be made available by rediscount through the Federal Farm Relief agencies, from which the money is advanced to these farmers to add the feeding of livestock to their farm program. The feeder cattle are purchased in the cattle-raising areas of the Southwest, and shipped to central points in carload lots. In many cases financing has been handled by local bankers, through arrangements made by the bureau, conserving the funds of the Dallas finance corporation for localities where local financing is not feasible.

This program, of course, will not add materially to the buying power of the affected areas immediately. But within a year or two, with the success which it has already been demonstrated these selected typical farmers can achieve under this plan, the diversified farm with a variety of crops which cannot all be rendered unprofitable by a single period of unfavorable weather, will doubtless make heavy inroads upon the hazardous one-crop system. And that will mean that these people will have money to buy every year from their local merchants things which come originally out of Dallas factories, warehouses and salesrooms.

With this merchandising program functioning smoothly, Industrial Dallas, Inc., has pursued advertising campaigns in such media as the *Saturday Evening Post*, the *New York Times*, *Sales Management*, and other leading general and

(Continued on page 29)



Our motto
Good Merchandise
Good Service

Buy here
Save Money

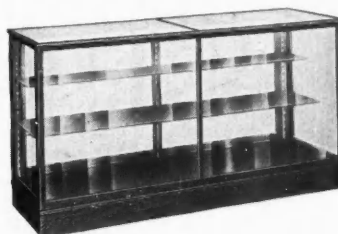
ASKEW

Office Furniture Exchange
310 N. Akard ~ Phone 7-1220



**Right Here
in DALLAS**

...a modern factory comparing favorably with any in the country, devoted to the manufacturing of high class **SHOW CASES & STORE FIXTURES** for all Lines of Merchandise.



From Manufacturer direct to you—at a saving in price and freight

Adleta Show Case & Fixture Mfg. Co.
1900 Cedar Springs DALLAS Telephone 7-6098

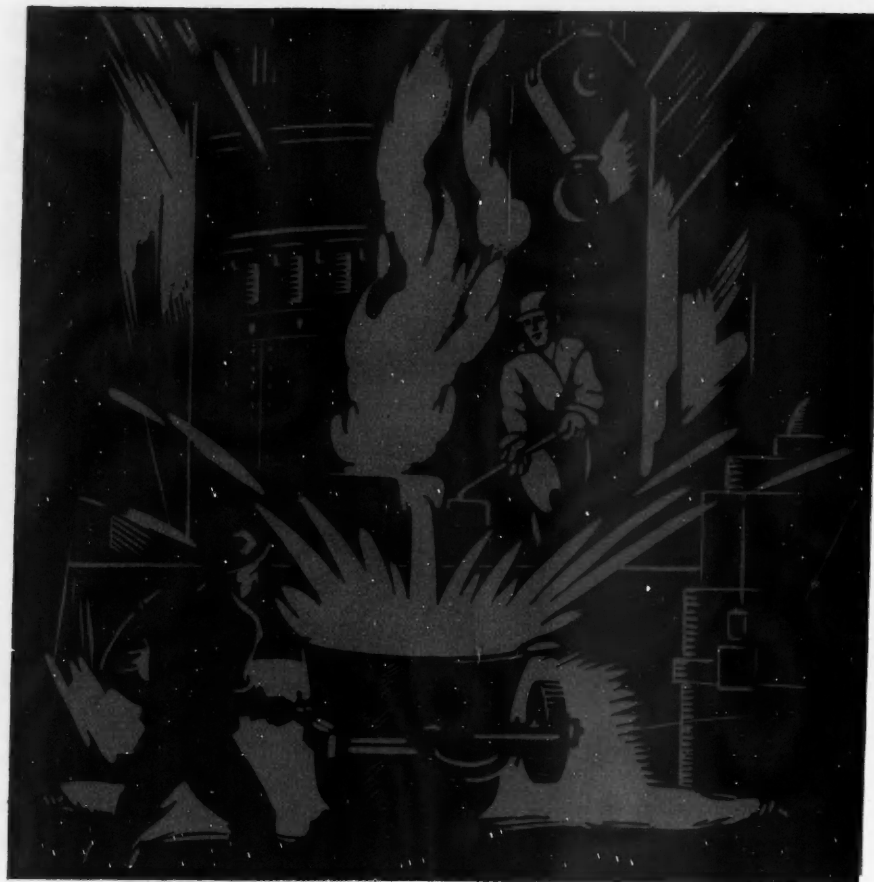
AS ATTRACTIVE AS ART WORK

◆ There is as much art effect in the kind of typography used in an advertisement as is gained by the use of dry brush or pen.

• NUMBER 1 OF A SERIES •

JAGGARS-CHILES-STOVALL • Inc.

Advertising Typography
Telephone 2-4591



Ask Our ENGINEERS

6

Field  Lines
Supply  Dallas

*Dallas gets its gas
in five directions,
from the greatest
gas belt in the world*

DO YOU NEED a new heat process in your manufacturing? Does your plant need an improved heating system?

Please let our Engineers help you. They like to tackle heat problems, and bring out MORE efficiency per B. t. u. consumption. That's what they do all day, assist Dallas industries . . . from powder puff factories to iron works, from oil refineries to shoe stores.

For TWENTY years, Dallas industry has profited by its natural gas.

THE DALLAS GAS COMPANY

Obtaining Gas from

Lone Star Gas Company

Producers and Transporters of Natural Gas

DALLAS

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What Dallas is Doing

(Continued from page 27)

specialized publications. Alert to every circumstance which may give impetus to its advertising campaign, Industrial Dallas, Inc., recently took advantage of a development in the daily news with splendid results.—Reprinted from November 1, 1930, *Sales Management*.

...

Why a Cotton Exchange?

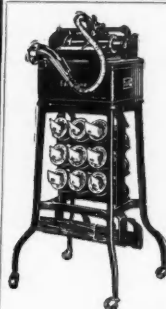
(Continued from page 7)

on cotton when the owner desires to hold; eighteen future brokers, and numerous freight brokers, insurance men, etc., all of whom help in the successful operation of the cotton business, and in ultimately benefiting the producer.

The Dallas Cotton Exchange has always been interested in any movement for the betterment of the trade and stands ready at all times to assist in any legitimate plan to help the farmer better his staple, or lower the cost of his production so that he may net a greater price for his commodity. In the past the Dallas Cotton Exchange has contributed substantial amounts of money for experimental and educational purposes in an effort to improve the character of cotton, to increase the production of more cotton on fewer acres, and to generally better conditions on the farm. Through the courtesy and cooperation of Station WFAA, it offers a great service to the farmer and producer in its daily radio cotton market quotations.

The members of the exchange are vitally interested in the production of better staple in the Southwest, particularly in Texas, believing that quality should, and will, be rewarded, and that a keenly competitive buying system, based on grade, staple, and character will give the producer his actual market value, whereas the "hog-round" method of street buying will not. This is another instance cited to prove the fact that the cotton merchant has an equal interest with the grower in higher prices, for with higher market levels both make more money. They prosper together.

The success of the farmer is closely, and definitely, linked with that of the merchant. They both take their risks and are entitled to their profits. Without the merchant in the past the farmer would have been lost, and there is no sane reason which can be advanced that makes the story any different today. The one produces, and the other merchandises. The two, working together in a closer understanding, can mean much in dollars and cents to the South.



TODAY
GOOD JUDGMENT
AND
SOUND MANAGEMENT
DEMAND AN
EFFICIENT ORGANIZATION

The Ediphone Co.

Phone 2-6976

615 Construction Building

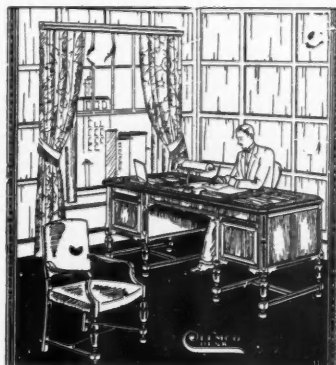
NOW

Is the time to have copy ready for the
December Annual Report Issue.

OUT

December 2nd. for extra distribution at
Chamber of Commerce Annual Meeting.

Reserve Space now. Have your copy
ready not later than November 20th.
For further particulars 'phone 2-5425



CLEMCO OFFICE EQUIPMENT

offers a wide range of graceful designs, richly figured woods, and cabinet craftsmanship which leave the indelible impression of beauty and service—and at moderate cost.

Call and see them at our
display room

VANCE K. MILLER CO.

Office Furniture -- Office Supplies

1916 MAIN ST.,

2-9091

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

405 SECOND AVE. OF AMERICA
(INCORPORATED)

DALLAS

NOISE!

Noise—the clatter of typewriters, adding machines and other mechanical devices; the shuffling of feet and the hum of dictators' voices grows in intensity in the average office because of hard reflecting surfaces of walls and ceilings.



Noise distraction breaks down nerve resistance, scatters attention that ought to be concentrated, increases blood pressure and is destructive to efficiency.



"Cut out the noise,"—promote healthful, soothing, restful working conditions in your office with

ACOUSTI — CELOTEX

S. W. NICHOLS COMPANY

P. O. BOX 1107 PHONE 3-2166

209-11 EXPOSITION AVENUE

DALLAS, TEXAS

S. W. Nichols Company, P. O. Box 1107, Dallas, Texas.
Gentlemen: Please send me literature and information regarding Acousti-Celotex.

Name.....

Address.....

City..... State.....

A Train Load of Tractors

A solid train of some thirty cars of tractors, valued at more than \$200,000, will arrive in Dallas next Wednesday morning for immediate distribution in North, East, Central, South and Northwest Texas. The shipment will be from Charles City, Iowa, to Charles A. Siekman, Manager of the Dallas office of the Oliver Farm Equipment Sales Company, who made the announcement. The gloom in Texas farming areas is rapidly disappearing, he said.

It is the largest single shipment of tractors to Texas in some time and marks a step forward in the agricultural situation. Mr. Siekman says it is proof of the stability of Texas business and its farming industry, as well as of the faith and confidence of his firm in this state's future.

Every tractor, averaging seven to eight to a car, is sold and farmers are awaiting distribution. The tractor shipment will be followed by a further importation by the same firm of \$150,000 worth of special tractor farming equipment, which will arrive during December and January for immediate distribution to farmer buyers.

The largest part of the tractor shipment, nine cars, will be distributed in central Texas, around Waco, McGregor, Mart, Temple and Austin. Six cars will go to the Texas Panhandle and South Plains and the territory around Clarendon, Pampa and Childress; four cars will be diverted to East Texas, between Tyler and Shreveport; three cars will go to South Texas; two cars to Corpus Christi and two cars will go on farms in Dallas territory. The remainder will go into immediate territory of the Dallas plant of the company.

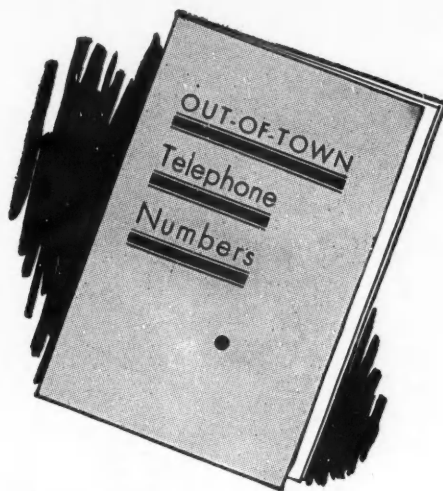
"Business depression has not hit Texas like it has other areas of this country," Mr. Siekman stated Thursday. "Merchants, farmers and people in general throughout the state are showing more optimism than for some time. Business in many lines is picking up, and we are very hopeful of the future."

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Street.....

Telephone No.....

(Write names below)

Name.....

Street.....

City..... State.....

Name.....

Street.....

City..... State.....

Name.....

Street.....

City..... State.....

Name.....

Street.....

City..... State.....



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